



**NEWS RELEASE**  
For Immediate Release  
To U.S. Publications Only

**For More Information, Contact:**  
Sara Scarlato  
(262) 656-5350  
[Sara.scarlato@snapon.com](mailto:Sara.scarlato@snapon.com)

## **2011 Promises To Be Another Winning Season for Snap-on Racing**

*Sponsoring Cruz Pedregon and Snap-on Funny Car;  
Also NASCAR Sprint, Nationwide Teams plus IRL and NHRA Teams*

**KENOSHA, Wis. – February 7, 2011** – The greatest name in tools, Snap-on, is set to once again sponsor some of the legendary names in racing. In 2011, Snap-on will continue its 30-year relationship with Penske Racing by sponsoring Penske teams in the NASCAR Sprint and Nationwide series as well as the Indy Racing League (IRL). Snap-on will also continue its association with former NHRA world champions Cruz and Tony Pedregon.

“At Snap-on, we are fortunate to be associated with some of the truly great and legendary figures in racing such as Roger Penske and the Pedregon brothers,” said Alicia Smales, vice president of marketing for Snap-on Tools. “Our relationship with Penske Racing has been special as we have worked extremely well together over the years. We have also had tremendous relationships with Cruz and Tony and are excited about continuing in 2011. Our franchisees and customers see great value in being associated with the best names in racing.”

In NASCAR, Snap-on will sponsor Penske’s Sprint Cup Series team featuring Kurt Busch and Brad Keselowski and the Penske Nationwide teams of Keselowski and Sam Hornish Jr. Last season, Keselowski won the first ever NASCAR title for Penske Racing by winning the 2010 Nationwide season championship. Snap-on will also be an associate sponsor of the Team Renzi Nationwide team featuring driver Eric McClure and will continue its association with the Penske IRL team with drivers Ryan Briscoe, Helio Castroneves and Will Power. All three finished in the top five in the 2010 IRL points standings.

Continuing its association with the Pedregons, Snap-on will serve as the primary sponsor for Cruz’s NHRA Funny Car team and as associate sponsor of Tony and his team. Last season, the Snap-on Funny Car won twice during the final weeks of the season, so hopes are high for Cruz and his team in 2011.

“We have been privileged to be associated with Cruz and Tony for almost 20 years and we are looking forward to great seasons for both brothers,” said Smales. “Cruz and Tony have really struck a chord with our franchisees and customers. They’ve become very popular figures with Snap-on Nation.”

Snap-on will once again serve as the “Official Tool” of Goodguys Car Shows. Sponsorship of the Goodguys Car Show Series will be part of the Snap-on program with the on-site presence of two Snap-on vans at all 2011 events. In addition, the Snap-on NO COMPROMISE TOUR™ will make stops at select shows throughout the year.

“Our motorsports program provides the perfect opportunity for our franchisees to entertain their customers and keep them up-to-date with the latest Snap-on innovations,” continued Smales. “We know it will be a fun and exciting season for Snap-on Racing and we can’t wait to get out to the track.”

To learn more about Snap-on tools and its racing program, visit [www.snapon.com/racing](http://www.snapon.com/racing).

### **About Snap-on Tools**

Snap-on Tools is a subsidiary of Snap-on Incorporated, a leading global innovator, manufacturer and marketer of tools, diagnostics and equipment solutions for professional users. Product lines include hand and power tools, tool storage, diagnostics software, information and management systems, shop equipment and other solutions which are used by technicians and professionals at vehicle dealerships and repair centers and in the marine, power sports and aviation industries. Snap-on Tools is one of the largest non-food franchise companies in the world, selling its products and services through franchisee, company-direct, distributor and Internet channels. Snap-on Incorporated, which was founded in 1920, is a \$2.6 billion, S&P 500 company located in Kenosha, Wis. with operations throughout the world. For additional information, visit [www.snapon.com](http://www.snapon.com).

# # #

